

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of: ) Confirmation No. 4901  
Bret Alan **GORSLINE, et al.** ) Group Art Unit: 2178  
Application No. 10/727,264 ) Examiner: David Faber  
Filed: December 3, 2003 )  
For: **METHODS AND SYSTEMS FOR** ) Date: August 26, 2008  
**PROGRAMMABLY GENERATING** )  
**ELECTRONIC AGGREGATE** )  
**CREATIVES FOR DISPLAY ON AN** )  
**ELECTRONIC NETWORK** )

**AMENDMENT AFTER FINAL**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action dated June 26, 2008, please amend the above-identified application and consider Applicants' remarks as follows. This response is filed within two (2) months of the date of the final Office Action, and thus the shortened statutory period will expire at three (3) months from the date of the final rejection or on the date the advisory action is mailed, whichever is later.

In addition, Applicant is submitting herewith the Declarations of joint inventors Brett Alan Gorsline and Ron Hyman Rothman in accordance with 37 C.F.R. § 1.131.

**Amendments to the Specification** begins on page **2** of this paper.

**Remarks/Arguments** begin on page **3** of this paper.